This research was intended to (1) evaluate the profile of Telkom service through the partnership based on customer perception, (2) evaluate the profile of the Telkom partnership based on business partner perception, (3) evaluate the profile of the Telkom partnership based on Telkom perception, and (4) formulate the strategies to improve the partnership pattern for the development of telecommunication business operated by Telkom. The respondents involved the internal respondents of Telkom management, partners, and community as the customers of Telkom. This study used descriptive and quadrant analyses (Importance Performance Analysis). In the quadrant analysis of Telcom customers, the attributes for the priorities in the improvement were (a) handling the customers complaints and (b) promptness of staffs in serving customers. The attribute in the form of partnership cooperation was complaint handling. The attributes as the priority in the improvement of the partnership cooperation between Telkom and its content provider business partners were the payment system and the solution or the handling of disturbances and complains. The attribute as the priority in the improvement of the partnership cooperation between Telkom with its card business partner was also the handling of disturbances and complaints. The attribute as the priority in the improvement of the partnership cooperation between Telkom with its terminal business partner was the adjustment to the changes during the implementation of partnership cooperation.